BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	**Unit 9: Visitor Attractions**
Learning aim	**B:** Examine how visitor attractions meet the diverse expectations of visitors
Assignment title	Assignment 2: Meeting diverse expectations
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have found employment as a trainee with ALVA (the Association of Leading Visitor Attractions). Your supervisor has been approached by a tourism lecturer at a local college to write an article for his departmental virtual learning environment (VLE) that examines how attractions meet the diverse expectations of visitors. Your supervisor thinks that it would be a great opportunity for you to try and write the article. Your article should show high-quality written communication. Your supervisor has given you some guidance around what to include in the article, but the rest is up to you! Good luck!

Task 1	Using the same two visitor attractions that you chose in Assignment 1; you will write an article for a VLE. Your article will: a) Consider the importance and suitability of each attraction's products and services to meet and exceed the diverse expectations of the different types of people who visit them and; ● identify each attraction's 'typical' visitors and their requirements

	● explain how the two attractions provide products and services, including primary and secondary spend opportunities, to meet diverse visitor expectations, analysing their importance and both positive and potentially negative aspects ● evaluate the suitability of the products and services and primary and secondary spend opportunities provided to meet and exceed the diverse visitor expectations ● draw conclusions and make recommendations for improvements to products and services at both attractions b) Consider the full range of technology used by each attraction, including technological features that are secondary to the attraction and; ● explain the importance of technology to enhance the visitor experience, analysing both positive and potentially negative aspects of its use and evaluating how it is used to benefit each attraction and its customers by meeting diverse visitor expectations ● draw conclusions and make recommendations for the use of technology in both attractions.
Checklist of evidence required	● Written article

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
9/B.P3	Explain how two different visitor attractions offer products and services that meet the diverse expectations of its visitors
9/B.P4	Explain the importance of technology for two different visitor attractions
9/B.M2	Analyse the importance of products and services offered by two different visitor attractions and the use of technology in meeting the diverse expectations of its visitors
9/B.D2	Evaluate the suitability of products and services provided by two different visitor attractions and the use of technology in meeting the diverse expectations of its visitors.

Sources of information to support you with this Assignment	**Textbooks** Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson **Websites** You will find that information about the visitor attractions you choose to investigate can be obtained from: ● The attractions' own websites ● Online travel and tourism review sites ● Printed materials such as brochures and leaflets ● Tourist boards and tourist information centres

	● Visits

Other assessment materials attached to this Assignment Brief	N/A

Note to assessor:

Task 1	It is recommended that Assessors ensure that learners have selected suitable attractions before they begin their Assignment.